

OUR CLIENT



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Rising Oak Nature Education

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TAKE A MOMENT...

what was your fondest memory?

WHAT IS A FOREST SCHOOL?



learner-led

hands-on experimental learning

supported risk-taking

environmental literacy

OUR DESIGN PROCESS



define

- ► Hire 1 new teacher for the 2022-2023 school year
- ► Young teacher or new graduate
- Social Media Campaign
 4-week plan via 3 social media platforms



brainstorm

- ► Word Map Reason to become a teacher / hiring a teacher
- Sketches



feedback

- ► Internal team feedback
- ► External client feedback



research

- ► Analyzed competition
- Existing social media campaigns to hire a new employee
- ► Visited client's school
- Created a style guide
- ▶ Received marketing copy & brand assets from our client



concept

► Variety of digital iterations



present

Final designs to client & class



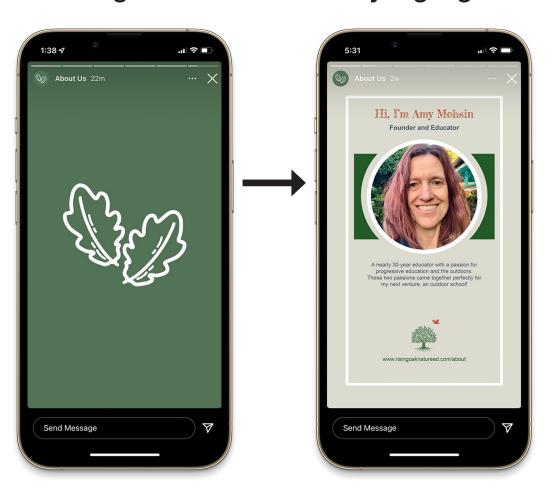
Instagram profile image updated logo



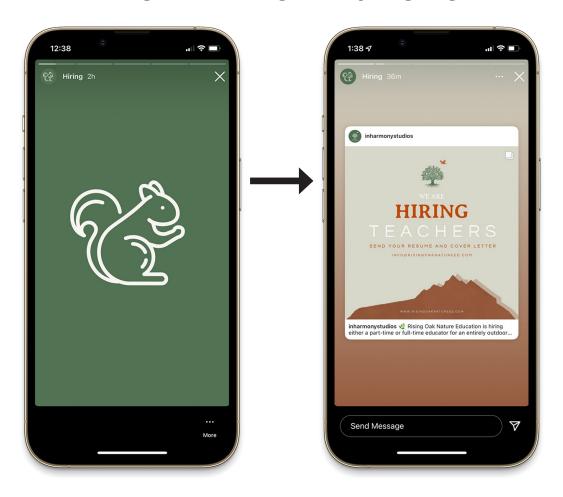
Instagram story highlight covers



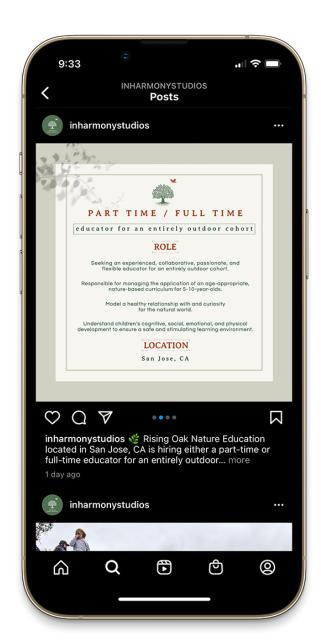
Instagram "about us" story highlight



Instagram "hiring" story highlight







"we're hiring" announcement post











promotional item - beanie design



CONCLUSION



24 graphics

branding via social media

learning can happen anywhere